(c) No. Sir.

(d) Does not arise.

Advertisement Dues

†5260. SHRI SWARAJ KAUSHAL: Will the Minister of INFORMATION AND BROADCASTING be pleased state:

(a) the revenue earned by Doordarshan through advertisements in the years 1998-99 and 1999-2000.

(b) whether some amount of Doordarshan is outstanding against advertisers;

(c) if so, the details thereof;

(d) whether any action has been taken by Government to realize the said amount; and

(e) if so, the details thereof?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING AND MINISTER OF STATE OF THE DEPARTMENT OF DISINVESTMENT (SHRI ARUN JAITLEY): (a) 1998-99: Rs. 414.14 crores: 1999-2000 : Rs.610.29 crores.

(b) Yes, Sir.

(c) Details are annexed. [Refer to the Statement appended to the answer to Unstarred Question No. 5253 Part (b)]

(d) and (e) Yes, Sir. Following steps have been taken by Doordarshan for recovery of outstandings and to ensure that outstandings are reduced to a minimum level:

(i) Outstandings are monitored on monthly basis and regular reminders are sent to the agencies for the clearance of the outstanding dues.

(ii) No fresh programme is allotted to any defaulting agency/producer.

(iii) Agencies which have outstandings have been asked to follow a payment plan to wipe-off the arrears in three months. All the producers/

†Original notice of the question was received in Hindi.

agencies are adhering to the payment plan. Those who do not, are not allowed the normal credit period of sixty days. In case the dues are not cleared, the normal credit period is suspended and agencies are allowed their programmes only on advance payment of telecast fee.

(iv) Defaulting agencies are allowed to run their programmes only on advance payment of telecast fee.

(v) To secure the DD's revenues and to cover the credit period, the Bank Guarantee amounts for running serials, running on normal telecast fee is increased to four times the telecast fee. In the case of high value MG programmes this is the minimum guarantee amount for two episodes.

Proposal for New Regional Channels

†5261. SHRI SWARAJ KAUSHAL: Will the Minister of INFORMATION AND BROADCASTING be pleased state:

(a) the number of new regional channels proposed to be started by Government in the year 1999-2000;

(b) the names of the States where these regional channels are planned to be started;

(c) the amount likely to be spent for this purpose; and

(d) the population of the country to be benefited through the said channels?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING AND MINISTER OF STATE OF THE DEPARTMENT OF DISINVESTMENT (SHRI ARUN JAITLEY): (a) to (d) No new regional channel was started by Government in the year 1999-2000. However since January 2000, the telecast duration of Bengali, Gujarati, Kannada, Malayalam, Marathi, Tamil and Telugu regional language satellite channels have been increased to 24 hours and the telecast duration of Kashir Channel was increased to 15 hours. There is also a proposal to increase the telecast duration of Punjabi satellite channel to 24 hours during the current financial year.

All the Satellite Channels are available through out the country. The Kashir Channel is at present available to viewers within a radius of 20

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